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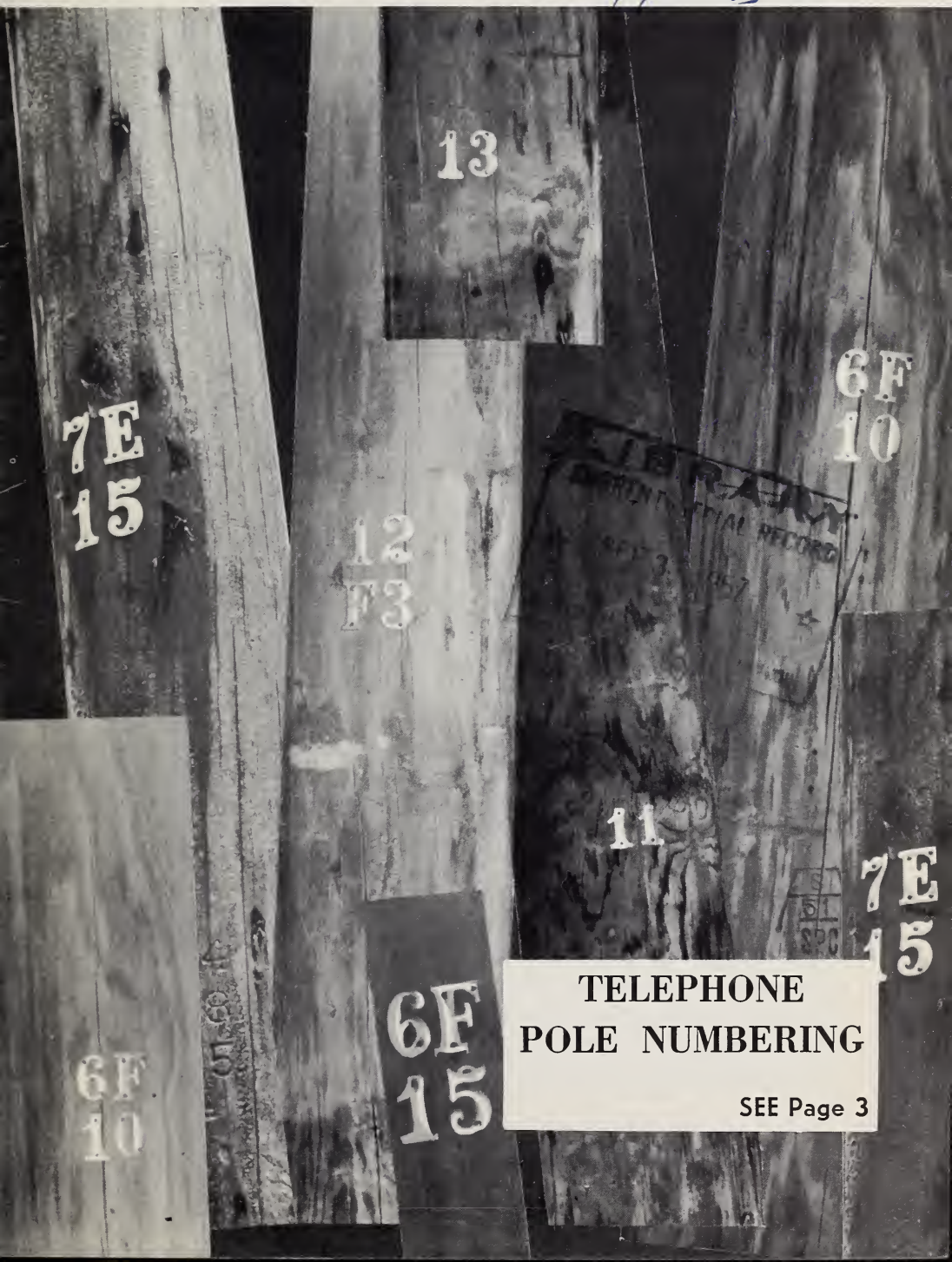
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Rural Lines

RURAL ELECTRIFICATION ADMINISTRATION • U. S. DEPARTMENT OF AGRICULTURE

AUGUST
1957

4/2-23



TELEPHONE POLE NUMBERING

SEE Page 3



ADMINISTRATOR

Recently the board of directors of the Lyon Rural Electric Cooperative of Rock Rapids, Iowa, discussed the use of reserve funds and margins. From the discussion came a set of principles which I believe to be forward-looking and sensible. This board is of the opinion that:

(1) *Cooperatives should have on hand only enough funds to meet their operating expenses and any emergency that might arise;*

(2) *The cooperatives should not invest money at a much higher rate of interest than they are paying on their loans from the Federal government;*

(3) *If a cooperative has a large amount of excess funds they should be used to pay off notes or as payments to create a cushion of credit.*

This expression of convictions has reinforced my confidence in the basic soundness and integrity of those who comprise the grass roots level of the rural electric cooperative associations REA serves as banker.

Who can quarrel with the rightness of the belief that it's just plain good business for cooperatives to build reserve funds sufficient to meet operating expenses and any emergency that might arise? That excess reserves be sent to REA to pay off notes ahead of due date or as a cushion of credit? That public approval and support of the rural electrification program will be strengthened by the cooperatives' recognition of the moral obligation to repay the money borrowed from the Federal government before making substantial investments of reserve funds at higher interest rates?

Our records show that the Lyon Cooperative has paid \$300,000 ahead of schedule on its debt to REA. Across the nation, some 750 electric cooperatives, whose directors and members feel similarly, have repaid in advance of due date more than \$108,000,000 of the money they borrowed to get electricity to the people on farms and in villages.

Our congratulations go to Emiel Schuttloffel, president of the cooperative, to his fellow directors, to Manager Mac R. Nicolson, and to their 1,800 members for putting into words and action a philosophy of business and moral responsibility that typifies the principles of millions of farm men and women.

David G. Samil
Administrator.

System Managers Recommend “Do It The Easy Way” With A

Pole Numbering Plan

It was a trouble call.

“I want to report a telephone pole that was broken off in an auto accident up along Millers Road. It’s about two or three miles beyond the gas station where the airport road turns off. You’ll see it when you get down near the Yates farm, the yellow house on the south side of the road, just before you come to the orchard . . .”

When the conscientious co-op member paused for breath, the manager asked, “Can you give me the number that is on the metal tag attached to the pole?”

“Why, yes,” was the reply, “It reads ‘2-20’. I remember it because it was so easy.”

The manager thanked the member who had taken the trouble to call, and turned to the two-way radio to call the maintenance truck. “Replace pole 2-20—yes, that’s a 25-foot, class 7 pole. We have some in the yard. And be sure to replace the number tag.”

As simple as that. Every pole has a number. The number tells the location on the map. The number tells what class it is on the staking sheet record.

Pole numbering is useful on many other plant operating records, such as joint use and ownership agreements, wire schematics, wire profiles, and records of transposition schemes, drop poles and junction poles, cable terminals, line and station cards. All plant operating

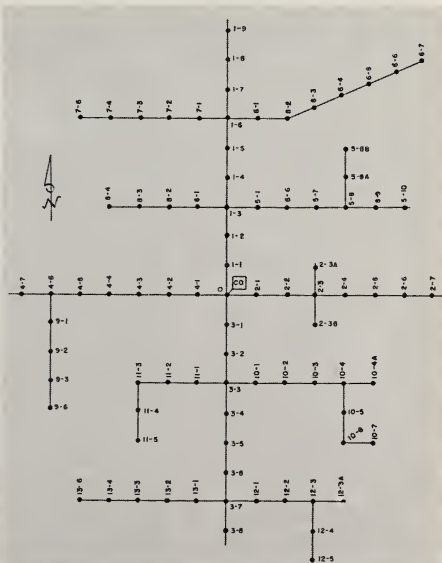
A simple plan for numbering assigns the first number to the route and the second to the pole on that line. Pole numbers start from the central office or from main lines.

records are based on pole numbers.

The importance of route and pole numbering in maintenance and operations work is confirmed by managers of systems in all parts of the country.

Howard Schaefer, manager of the Northeastern Montana Telephone Cooperative, at Scobey, says that his plant engineer and his staking man wondered how any system could get along without a pole numbering scheme.

“Pole numbering assumes its place early in the construction period,” he points out, “and after cut-





Numbering is the inexpensive key to location of all outside plant. Pole numbers are shown on maps and records in the office to make work assignments easier.

over, what a satisfaction it is to watch how maps and records built around a good numbering system solve problems. Construction crews and service men can go out right to the job, and then bring back to the office staff reports showing just what is on each and every pole."

Manager Schaefer uses pole numbering as the basis for easy identification in the following plant operations:

Construction—

Receipt of trouble reports and subscriber requests

Work orders, service orders or job orders

Completion of work requested

Time and material reports

Completing or correcting plant records

Repair and maintenance—

Trouble shooting

Trouble analysis reports

Isolation of chronic sources of trouble

Location of new subscriber by

Pole number tap takeoff

Pole number drop takeoff

Aerial wire and cable

Back-span identification

Terminal location

Joint use—

Rental records

Work co-ordination

Correction

Simplicity is the advantage stressed by Manager E. D. Hildreth, DeKalb Telephone Cooperative, at Alexandria, Tenn. "By pre-determining the loop resistance to a designated pole, trouble can be located much easier and faster. I give the trouble man the designated pole number to start from and do not have to go into a full

discussions as to its location," he explains.

Three major benefits from plant numbering are listed by A. W. Sanders, general manager of the Iowa-Illinois Telephone Company, New London, Iowa:

(1) "It provides a definite means of coordination in accounting and plant depreciation procedures;

(2) "Physical plant is more easily identified in plant records;

(3) "Pole locations and specific lines are readily located for maintenance and repair."

This company has 3500 miles of line, but Mr. Sanders believes that all telephone companies, whether large or small, will operate more easily with a well-planned plant numbering system.

B. A. Draper, manager of the Smithville Telephone Co., at Ellettsville, Ind., finds the pole numbering system very helpful to new employees who must quickly learn to find their way around the system and become acquainted with the company's outside plant.

In Missouri, C. W. Chastain, general manager of Grand River



Pole identification is listed on a route and pole record. Numbers should be easy to read from the roadway.

Mutual Telephone Corporation, at Princeton, says that he has never been with a telephone company that did not have its poles numbered. "We just wouldn't know how to start to operate without pole line numbers. We consider the small cost money well spent," he adds.

In some States, like North Carolina, practically all REA borrowers are using route and pole numbering schemes to good advantage. Most of them adhere closely to the detailed recommendations in Section 627 of REA's Telephone Engineering and Construction Manual.



Howard Mott tags pole 15 on line 7E of the West Jersey Telephone Co., Belvedere, N. J. In the base rate area each pole is numbered. On rural routes and toll line every fifth pole is numbered.



Automatic PBX Speeds Communications for A

Modern Rural Bank

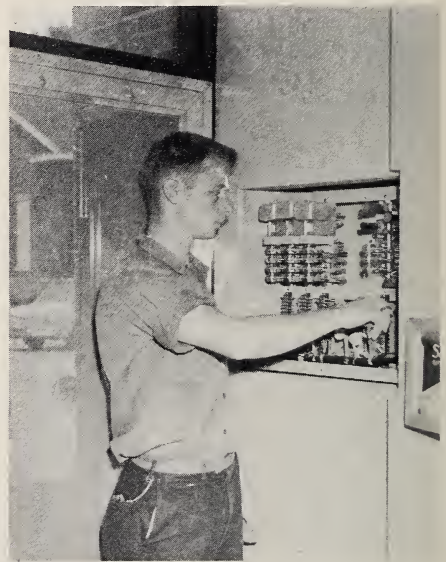
You would have to look far to find a rural bank that tops the Home State Bank of Lawrence (Mich.) in its concept of service to its community or the modern facilities it uses to put its banking ideas into action.

The bank's telephone system matches the modern architecture and service features of its new banking quarters. The Lawrence Telephone Company designed this system to provide three outside lines, an automatic PBX serving seven stations, intercommunication, and buzzer-type signalling.

"Accommodation of the customer is the long-suit of this bank," says R. Lyle McGowan, manager of the telephone company. This stress on service helps to draw depositors from a wide area, including larger towns with their own banks. Lawrence (population 679) is in the famous fruit belt of southwestern Michigan.

One feature of the new bank building is a community room and lounge in the basement. This has

an adjoining kitchen, used by employees "eating in" and civic organizations for dinner meetings. There is a telephone in the basement corridor, close to kitchen and community room.



James Crandall, inside plant man for the company, checks automatic PBX panel in the entryway of the modern bank in Lawrence, Mich.



Ray T. Allen, president of the Home State Bank of Lawrence, is also president of the Lawrence Telephone Company.

Bank president Ray T. Allen is one of six directors, and currently president, of the Lawrence Telephone Company. The company has REA loans of \$254,000 which financed construction of a modern



Dial telephone in corridor outside of community room in the modern bank building is a service to employees and to townspeople who use the community room.

dial exchange and headquarters in Lawrence and 91 miles of line. The exchange was cut over during the summer of 1954, and now serves about 600 subscribers.

Postcard Reminder Saves Time For Missouri Telephone Borrower

A simple but effective idea that not only saves time for busy telephone installers, but also creates good public and customer relations is passed along by Kingdom Telephone Company, Auxvasse, Mo.

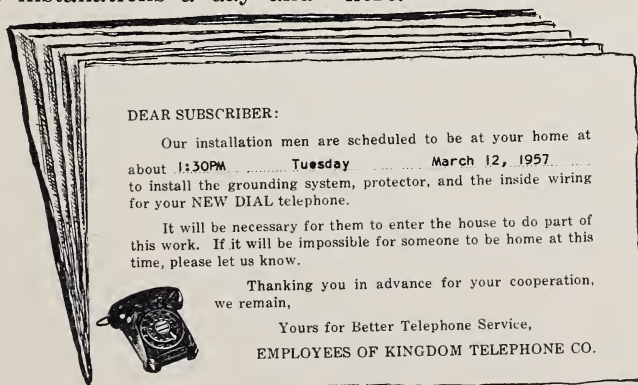
It's a two-penny postcard sent to subscribers to notify them when installation men are scheduled to arrive to install new dial telephones.

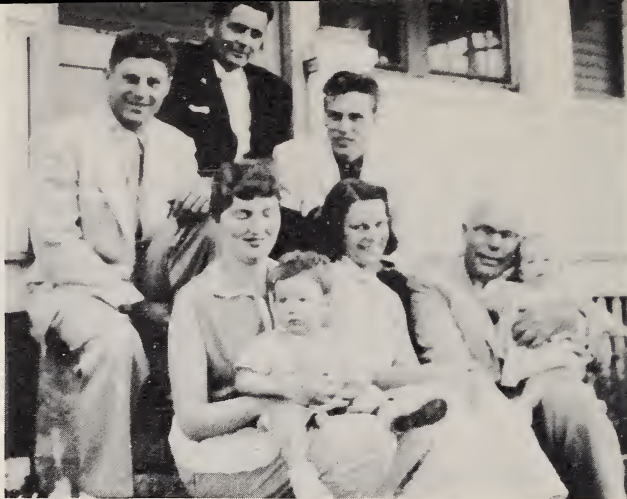
Manager E. Woodrow Rice reports that his men have been making eight installations a day and

that after the postcards had been sent there were only two cases in the first week where a return call had to be made.

"We have had compliments from the subscribers, especially the women, for notifying them. In some cases they have indicated a different time for our installation," Mr. Rice says.

The postcard used by Kingdom Telephone Company is reproduced here.





Providing Telephone Service

Around Chester, N. H., Is

A Family Affair

When the folks around Chester, N. H., refer to the Chester Telephone Company as a family affair they are describing it accurately. The head of the family, Loren Rand (in the first row of the picture, holding the baby), is business manager and treasurer of the company. His daughter (and mother of the baby) sitting next to him is Elizabeth Rand Craven. Both she and Mrs. John Rand (holding her own baby) are members of the board of directors. John, Loren's son, sits behind his wife; he is general manager and president of the company. Next to him is Edward Craven, Elizabeth's husband, the Chester Telephone Company's sales representative. And at his right is Hobart Rand, secretary of the company, also a director. Another son, George Rand, and a daughter, Nancy Rand Zimmer, also are on the board.

It is not easy to decide whether Loren Rand is more proud of his

business or of his attractive and growing family. This smiling, youthful appearing grandfather talks with almost equal enthusiasm about both. The business was established back in 1877 as a telegraph company, reorganized in 1904 as a telephone company, and reorganized for a second time in 1935.

"My father, a member of the New Hampshire legislature, owned just one share of stock in this company," Loren explained. "He gave it to me when I was a young man, and I never expected to own any more." But during the years Mr. Rand acquired small blocks of the stock. In 1936, he took over active management of the Company.

The first year the business showed a profit. Then labor and material costs began the spiral that has become such a familiar pattern. Mr. Rand didn't like to raise the rates to his friends and neighbors, so it

wasn't long before he was operating at a deficit. World War II, with its material shortages, helped make the bad situation even worse.

The Rands tried to borrow money locally, but found it impossible to get enough to do the extensive rebuilding needed to put the company back on its feet, with all bells ringing, so to speak.

Eventually, with the encouragement and help of the State Public Utilities Commission, Mr. Rand filed application in April 1956 for an REA telephone loan. A \$220,000 loan was approved in December, and now a modernization program is under way at the Chester Telephone Company.

Closely cooperating with Loren Rand in carrying out this program are his two sons, John and Hobart, and his son-in-law, Edward Craven. John at 26 probably is one of the youngest telephone company presidents in the country. In addition to their official duties, they all spend much time explaining the advantages of dial telephones to the families in their service area. They report that people are looking forward particularly to the "silent service" of the new phones. Each subscriber will hear only his own ring, so nobody will be disturbed by phone calls for other families on the same line. Furthermore, this means less likelihood that anybody will listen in on other subscribers' calls. Edward says one lady remarked to him that this assurance of greater privacy was as welcome to her as a \$10 bill would be.

Cutting down the 10- and 12-party lines to not more than 8 parties is another welcome feature. Private lines and 2-party lines also will be available. And the automatic disconnect, which limits the length

of conversations, finds approval—even among the women! They feel it will improve the service with the minimum of hurt feelings.

Actually there are only a few poultry and dairy farmers among this company's subscribers. The majority are rural residents rather than farmers, who work in the factories and mills of nearby Manchester. But they like living and raising their families in a small community. Most of them own their homes and Mr. Rand considers them a fine potential for an expanding telephone business.

The Rands have several ideas for promoting the business and increasing its revenue. Each installer will receive a bonus for extensions he sells, as he goes around replacing the old instruments with dial phones. The customer gets a bonus too. If he signs up for a year's extension service, he doesn't have to pay an installation charge. Everybody profits in this transaction, including the company, because there's little cost for upkeep on an extension phone.

Another income-producer for which the company has hopes is a loud bell to be installed outside the house, perhaps on the porch. Anybody working in the barn or garden can hear the phone ring. According to Loren Rand, the Chester Company plans to give just as good service as do city companies. "We're going to sell more service to our subscribers than ever before," he insists. Applications already are in REA for additional loans, plans have been made for further acquisitions, and he hopes to start construction of the new lines early this fall. It is probable that the central office equipment will be installed in Chester before the end of the year.

Let The PEOPLE KNOW

“Keeep the public informed,” is an axiom of public relations.

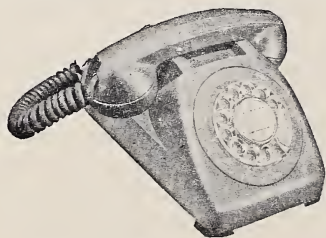
Doing a good job, selling a fine product or providing a needed service is basic—but don’t stop there. Tell your story to the public many times in many different ways to foster strong community support and promote sales.

Northeast Missouri Rural Telephone Company, of Green City, Mo., has followed through on this axiom in building its new million dollar dial system. The mutual-type telephone company told the story of its bigger and better telephone facilities to existing subscribers, to rural families waiting for service, to potential customers and to the community at large. The news was spread by letter, by advertisement, by newspaper stories, by instruc-

tion manuals, by demonstrations, and by word of mouth.

Here are some of the major steps Northeast Missouri took in its “Operation Information” while the new dial facilities progressed from blueprint to cutover.

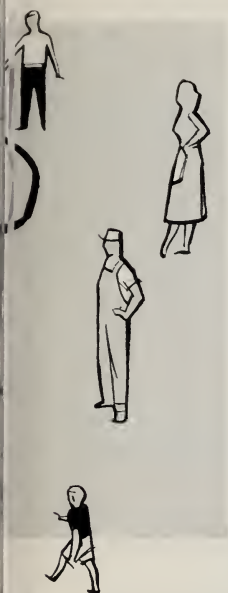
An early step was a letter to existing subscribers reporting plans to change their “crank” service to modern dial telephones and to expand service in rural areas. After detailing the cost of building the new system, the letter outlined advantages offered—selective ringing, not more than 8 persons on a party line, extended area service to the county seat town of Memphis, Mo., and the opportunity to call more people because of new subscribers added. Following this build-up, the new and higher rates were listed with an explanation that they would be in line with those in other Missouri towns and rural communities with dial service. A postscript to the letter in-



Dial Telephones
are being installed in Arbela
and Granger



Rural Lines



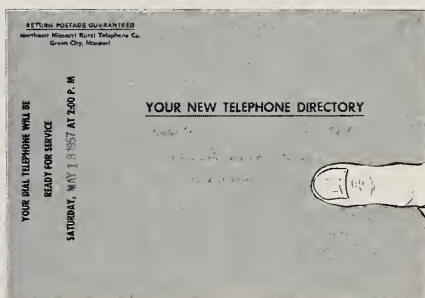
ice applicants to act quickly before the deadline for directory listing passed. This second letter mentioned the possibility of paying the balance of equity investment on a budget plan of \$2 to \$5 a month along with the monthly telephone bill. Returns from these equity-raising letters were good, according to Manager L. L. Anderson.

Another "Information Operation" step taken was to instruct subscribers in the use of their new dial telephones. First, a letter informed subscribers that the instruction leaflet and directory were coming. Then the instruction folder and telephone listing were mailed in an envelope that in itself helped tell the Northeast Missouri

vited subscribers to make suggestions and criticisms.

Other important steps in the information program were stories in the local newspapers reporting plans for the new system and construction progress. Advertisements, divided between the papers, also told the story. One ad emphasized benefits of the new service and announced rates; another reported when dial telephones were being installed and asked subscribers to wait until cutover before trying to use them.

Reasons for prompt payment of equity shares were also given the information treatment. Construction progress served as a news peg for a message to prospective subscribers who had paid only the initial \$10 of their \$50 equity investment share. They were reminded that their telephones could not be installed until the balance was paid. As cutover time approached, a follow-up letter advised dilatory serv-



cutover story. In bold red print the envelope said: "**YOUR NEW TELEPHONE DIRECTORY**" and announced the day and hour when the subscriber's exchange would be placed in service. The subscriber's telephone number was written in beside the address.

As the telephones are tested out, subscribers receive further instruction. When necessary, a personal call is made to the subscriber's home for additional instruction.

Yes, Northeast Telephone Company believes that telling the people will pay off and is acting on that conviction.

Kansas System Is Guinea Pig

For New Line Construction

If new ideas in rural telephony are to be tested, someone has to be guinea pig. This is not an attractive role for small systems, under pressure from farmers and townspeople alike to hurry construction of dependable lines.



Stapling a damper to the top of the pole holds the wire in place and provides good equality of sag on this section of experimental line.

Rural telephony is fortunate in finding so many REA borrowers willing to undertake experimental installations. REA does not own or operate telephone facilities. It must depend upon borrower systems to volunteer when some new material or novel method needs testing.

Everybody agrees that a great deal of exploration must be done to

provide telephone service to remote farms and ranches at reasonable rates. And it is generally recognized within the industry that opportunities for designing better systems and developing better service are practically limitless.

Many rural telephone systems and countless subscribers may one day be grateful for 70 miles of experimental line construction in the Overbrook exchange area of the W.E.G. Dial Telephone company, of Gardner, Kans.

In cooperation with REA, Ross Gault, president of the company, supervised construction of new types of outside plant which included several types of insulated wire in various combinations with conventional and novel hardware, brackets and crossarms. Some of the construction used spans approaching 500 feet.

The arrangement of plant is designed to give direct comparison between the various types of experimental plant and conventional construction. Mr. Gault plans to provide REA engineers with detailed information concerning his experience with the various installations, and REA will pass the findings on to all its borrowers and to the industry generally.

Field testing of line materials and construction methods on this part of the W.E.G. Dial Telephone system may help all REA telephone borrowers.



Rural Lines

R/LA



See Page 14



Co-op Boosts Power Use In Oklahoma by Selling

15,000 *Electric Skillets*

Electric skillets by the carload, nearly 15,000 of them in all, have jumped rural homemakers in western Oklahoma out of both the frying pan and the fire into a cooler, easier, safer way of cooking. At the same time kwh sales on several Oklahoma co-ops have jumped upward, and many a minimum bill user's per-kwh cost of electricity has come down.

E. E. Karns, general manager for Western Farmers Electric Cooperative at Anadarko, estimates an additional 260 kwh per year is a fair figure for each skillet plugged into co-op lines.

Deep in the heart of the gas and oil country, this "mighty mite" of the electric industry has dented the competitive fuel market. Satisfied users are selling electric skillets by the dozen to neighbors around them. And electric skillets are selling electric cookery.

Throughout the year 1956, these electric fry-pans moved from Western Farmers Electric Cooperative, generating and transmission co-op at Anadarko, Okla., out to the 11 member distribution cooperatives. And then by many means they moved into the homes of the 14,814 co-op members who had bought the skillets by January 1, 1957.

In many homes, the electric fry-pan provided the homemaker with her first experience in cooking with thermostatically controlled, electrically produced heat. And it improved the most popular and easiest method of cooking—frying—by controlling the temperature and eliminating the smoking of the fat used in the process. Women liked the results and told other women. Shortly after the start of the campaign, frypans were moving at the rate of over 1,500 per month. Manager Karns had sparked an idea that caught on like wildfire.

Western Farmers Electric Cooperative bought frypans in quantity and distributed them to co-ops

Baking in the skillet or cooking one-dish meals were popular demonstrations that helped sell 15,000 electric skillets in Western's campaign.



Elbert E. Karns



participating in the campaign. It also distributed ideas on how to get electric skillets into members' homes.

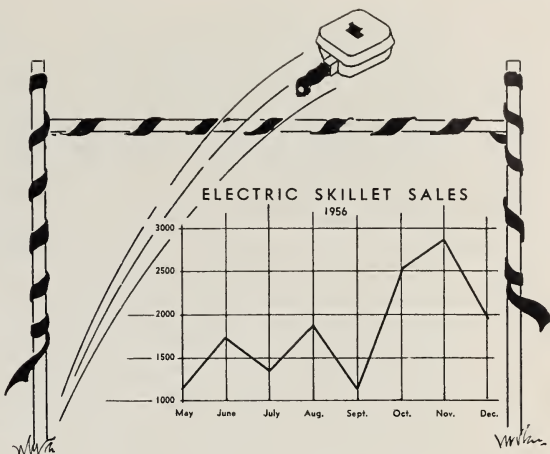
Distribution co-op personnel featured electric skillet use in cooking one-dish meals and baking cakes. They showed the ease of getting a big farm breakfast in a hurry. Skilletes were displayed in offices and in demonstration booths at fairs, and demonstrations were given at club meetings, annual meetings, and other meetings throughout co-op area.

The method of selling electric frypans to members varied among co-ops. In some cases, they were sold through established dealers. In others, 4-H, FFA, FHA and homemakers clubs sold them to raise funds for club projects. In still other instances, frypans were handled directly by the co-op through mail-order, office sales, and personal calls. Various combinations of methods were used.

Personal contact efforts by co-ops brought excellent results. A personal call plan used with 3,000 residential consumers of Rural Electric Cooperative, Lindsay, Okla., placed frypans in over 900 homes, and total sales for the co-op ran over 1,000 in 1956, according to Manager D. G. McLellan.

After selling skilletes through clubs and office contacts, this co-op's board of directors approved a house-to-house campaign with free-delivery, trial-use, and installment-purchase features.

During the annual meter-reading check, meter readers carried skilletes with them and offered members 10-days' use without charge or obligation. Most members who did not already own skilletes or ranges



accepted the trial offer. Meter readers obtained a signed receipt obligating the member either to arrange payment or to return the skillet in 15 days in case it were not picked up at the end of the trial period.

The percentage of skilletes returned was small: Some members made full payment; others financed the purchase at \$2-plus down and \$1 monthly. A dozen skilletes were lost during the moving season, chiefly to transients among the membership. Skillet sales have continued into 1957 as a result of the campaign.

Most of the participating co-ops made electric frypans available to members for a small down payment, equal to the commission of the dealer or the selling group. Members paid the balance in monthly installments of \$1 or less along with their monthly electric bills.

Western Electric Cooperative has distributed other electric equipment in special promotional campaigns: electric heaters, light bulbs, electric blankets. It plans distribution of climate control equipment soon.

Lighted Signboards Tell Story Of Co-op Ownership in Illinois

Four electric cooperatives in Illinois have jointly inaugurated an extensive outdoor advertising campaign to widen public understanding of the vital role of the electric co-op in the rural community. They are Adams Electrical Cooperative, Camp Point; McDonough Power Cooperative, Macomb; Spoon River Electric Cooperative, Inc., Canton; and Western Illinois Electric Cooperative at Carthage.

Electrically lighted signboards (4 feet high, 16 feet long) will advertise each co-op and salient features of its services at substations and points on its area boundaries. Signboards on the common borders of two neighboring co-ops will literally be "two-faced."

Each of the two co-ops will use a different side of the board, the side facing out of its area. Hence, to the oncoming traveler, a signboard will



Ready to be set up, this signboard will remind passersby that the co-op is an integral part of the community.

identify, in large letters, the co-op whose area he is entering. Passing, the traveler may observe on the other side of the board a similar advertisement for the neighboring co-op whose area he has just left.

In a letter to RURAL LINES describing the campaign, Mr. Arthur H. Peyton, manager of the McDonough co-op, said:

"We feel that this method of public information and general advertising will create quite an impact on our people. The public, too, will become aware that the cooperatives are playing a vital role in their community.

"We plan on having 15 of these signs around our border and, of course, that means that each of the other cooperatives will have a sign on the reverse side. When this program is finished this summer, it will not be possible to enter the State of Illinois for approximately 100 miles without passing three of these signs . . ."



Already in place, above, is a typical example of the signboards that will carry the co-ops' campaign to the public.

SAFETY



FALLEN WIRES—Fallen energized wires are extremely dangerous, particularly wires crossing over roads and streets. Members and the general public should be kept aware that live wires lying over streets and across cars might prove fatal. People should be advised to stay clear of the fallen wire, keep others away, and call the co-op office. Co-ops should warn members that should a wire fall on a vehicle, passengers must remain in the car until the wire is removed by the power supplier—and the co-op should explain the reason for this.

CLEARANCE FOR WIRES—A minimum vertical clearance of 18 feet over public streets, alleys or roads in urban or rural areas is required by the National Electrical Safety Code. Violations continue to cause injuries and death. Fifteen feet clearance is specified over spaces or ways accessible to pedestrians only.

ANTENNAS — Television antennas improperly installed are causing considerable property damage and bodily harm. This is also true of well-digging apparatus erected under and in contact distance of power lines.

Members should be informed of the following safety precautions that should be adhered to strictly:

- (1) *Check for falling clearance to phase wires.*
- (2) *Check guying of masts against wind and icing.*
- (3) *Check proper grounding and ground interconnections for most antennas and lightning arresters.*

Well engineered and properly installed television antennas which comply with the rules in the National Electrical Code (NFPA No. 70, and the code for protection against lightning, NFPA No. 78) should reduce losses and provide greater protection to the public.

Recognition of the part played by office personnel in the establishing of safety records was the keynote of a recent celebration at the Joe Wheeler E. M. C. at Hartselle, Ala. The occasion was the presentation of additional awards covering 100,000 man-hours, making a total of over 600,000 consecutive man-hours without a lost time accident at this co-op.

Presentation was made by the co-op's insurance company, to Mrs. Essie Russell and Mrs. Wilbur Montgomery, who accepted on behalf of all employees. Manager Floyd F. Anderson expressed the thanks of the Board, management, and members at a fish fry held to celebrate the event, and stressed the fact that all employees deserve credit for any achievement of the co-op.

POWER USE EXCHANGE



Thirty-two winners in the co-op's essay contest received awards of either a \$25 savings bond or \$10 cash in year-end school ceremonies conducted by co-op officials of *Middle Tennessee Electric Membership Corporation, Murfreesboro, Tenn.* Winners for these first and second place awards were chosen out of 646 entries from 18 high schools participating. First place winners will compete for a \$100 savings bond to be given at the co-op's annual meeting late this summer. This year's subject for the essay contest was "How Middle Tennessee Farmers Obtained Electric Service."

A handbook, *Farmstead Wiring Simplified*, has been published by Northeast Oklahoma Electric Cooperative, at Vinita, for use of its 9,000 members and 4-H, FFA, and adult groups in the co-op's 5-county service area. The handbook carries a roster with location of co-op employees and inspectors and the co-op's rate schedule. It describes the reinspection and wiring planning service offered members, and it covers a complete range of wiring specifications and recommendations.

A total of 132 new electric water heaters were installed by members of *Inland Power and Light Company, Spokane, Wash.*, as a result

of the co-op's 3-month, \$30-bonus promotion which closed March 31. According to *Watt's Watt*, "For the most part, larger tanks were installed—40 or 50 gallon capacity, with a few in the 60, 80, and 100 gallon classification. Many members used the bonus to get their second water heater to provide more hot water for farm operations."

Meriwether Lewis Electric Cooperative, Centerville, Tenn., had all 8 high schools in its area participating in its 1957 essay contest. Subject: "Our Electric Cooperative and How It Benefits My Family." Awards included a first of \$25 and a second of \$15 for each school. A \$100 savings bond will be given to the grand award winner chosen from the first prize winners. This award will be presented at the co-op's annual meeting.

Lafayette Electric Cooperative, Darlington, Wis., uses an ingenious collection method in financing bulk milk coolers. Payment for the equipment is made by the milk collector directly to the cooperative out of the additional price paid for bulk milk. It appears that installations will be paid for in about 3½ years. The co-op is financing a package sale of an ice-bank cooler, electric water heater, and milk house heater.

Co-op Host To Visitor From Mexico

INTERNATIONAL amity is getting a helping hand from Socorro Electric Cooperative, Socorro, N. Mex., where an employee of the Mexican Federal Commission of Electricity is visiting on a six-month scholarship training course.

The good neighbor from south of the border is Constantino Flores-Pena, a sub-foreman on line construction, maintenance and operation in his native Mexico, who won a contest among fellow employees in his district. His visit to Socorro Co-op was arranged by U.S.D.A. through its agencies, REA and Foreign Agriculture Service, at the request of the Mexican Government.

His mission is to become as familiar as possible with all the operations of the Co-op, with emphasis on construction and maintenance. Manager J. F. Gallagher and his assistant, Udell Vigil, have been deeply impressed by Senor Flores' alertness, intelligence and friendliness.

"He will return to Mexico with a good concept of the mechanics of our operation", they said. "We in return, have gained immeasurably from the information he imparted and the friendships cemented."

Socorro Cooperative, in north central New Mexico where the Rio Grande winds through the mountains, serves many Spanish-speaking Americans, and Senor Flores has found himself very much at home among the folks who speak his native language.

The Co-op has 1500 miles of line to serve 3000 consumers. Senor Flores marvels that people of moderate income, living 100 miles from a sub-station, are able to have the convenience of electric power in their homes. He contrasts the situation with his native Mexico where, with very few exceptions, electric service at present is available only to residents of cities and towns.

Equally amazing to him is the Section 5 loan program through which Socorro Co-op consumer-members are able to buy the electric appliances that bring health and happiness into their homes. The visitor has also been impressed by the widespread use here of short wave radio, the extensive use of trucks, and the numerous mechanical aids such as hole diggers.

Mr. Gallagher believes the training project has been equally valuable to Senor Flores and to the Co-op.

At right, top to bottom, Senor Flores demonstrates pole climbing, Mexican style. In Mexico most poles are steel or concrete, and climbers use two rope slings, one slightly shorter than the other. With a foot in one sling and the underside of his knee in the other, Senor Flores can scoot up a pole with surprising speed.



**UNITED STATES
GOVERNMENT PRINTING OFFICE**

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